

SEC/85/2019-20

December 19, 2019

BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001. Stock Code : 532638	National Stock Exchange of India Ltd. Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai-400 051. SHOPERSTOP
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Sub: Store updates

Dear Sir / Madam,

Pursuant to provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please be informed that the Company has opened today, 3(three) "**Shoppers Stop**" stores as mentioned below:

1. Elpro City Square, Chinchwad, Pune;
2. Utkal Kanika Galleria Mall, Bhubaneshwar; and
3. Crown Mall, Lucknow

The Company has now 89 "Shoppers Stop" stores (including five airport stores) under its operations. The press release issued by the Company in this regard is enclosed herewith.

We request you to kindly take the same on record.

Thank you.

Yours truly,
For Shoppers Stop Limited.



Bharat Sanghavi
Company Secretary & Compliance Officer

Encl:aa

SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop significantly expands its reach - opens 5 stores including 2 beauty stores in a day

~Launches its 5th store in Pune and takes the total store launches tally to 7 this quarter~

Pune, 19th December 2019: India's leading fashion and beauty destination, Shoppers Stop Ltd., inaugurated its 5th store in Pune today. With proven successes from the stores in Westand mall, Pacific mall, Seasons mall and Shivajinagar, the conveniently located store at Elpro Mall in the Pimpri Chinchwad area in Pune is expected to generate a strong footfall, enhancing Shoppers Stop's brand experience and visibility. With the launch of its stores in Bhubaneswar, Pune and Lucknow, the retail leader has increased its footprint even further by adding the 89th store of Shoppers Stop across 41 cities in the country. Additionally, the retail brand launched 2 standalone beauty stores – MAC Bhubaneswar and MAC Vegas Dwarka, Delhi.



The salient features of the stores are:

- The new two-level store sprawls over 28,000 sq.ft. in the bustling Elpro City Square mall, Pune
- The multi-brand flagship store aims to 'Elevate Everyday Life' and offer a premium retail experience to customers with a place to relax, shop and spend quality time with their family and friends
- The Store was designed to have a modern & updated premium look, whilst also adding a bridge-to-luxury feel, with clear navigation paths across both levels
- The design philosophy was to create separate individual floors with specific identity yet creating a unique "Brand"
- Both floors have their own unique design language

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- Ground level houses the “Glamorous” Cosmetics, Personal Accessories & Ladies departments
- “Dark, Rough & Grungy” Mens & Denims department are part of the first level creating two unique looks which merge seamlessly with each other
- The minimal design includes flooring with walkways designed to take the customer through the store
- Each product category in the store houses its own dedicated section such as apparel, beauty, fashion accessories, all with a slightly different design to give the sections a unique character

Commenting on the launch of the new store, **Mr. Rajiv Suri, Customer Care Associate, MD & CEO Shoppers Stop Limited** said, *“Shoppers Stop is a bridge to luxury brand that ensures a delightful customer shopping experience every time. We currently have 4 stores in Pune that cater to the evolving needs of our customers. With the launch of this 5th store, we are happy to say that customers can look forward to latest brand offerings across different categories. I am happy to share that with this new store; the brand has increased its presence across 89 stores in 41 cities.”*

-END-

About Shoppers Stop

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands. Established in 1991, Shoppers Stop has introduced several successful modern retail formats in India. Spread across 89 department stores in over 41 cities, the company also operates premium home concept stores - 12 HomeStop, luxury and beauty stores – 3 of Jo Malone, and 125 of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Smashbox and Arcelia occupying 4.28 million sq. ft. as on September 30, 2019.

Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen'. Today, the program serves more than 6 million loyal customers. The company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indians shop; bringing more value, comfort and convenience to customer experiences. The brands diversified omni-channel offering spans over 600+ recognised and trusted brands across an unmatched range of products that together serve our overarching objective of delivering customer delight.



Follow us on -

Shop - www.shoppersstop.com | Corporate Site - www.corporate.shoppersstop.com

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Shoppers Stop significantly expands its reach - opens 5 stores including 2 beauty stores in a day

~Launches its first store in Bhubaneswar and takes the total store launches tally to 7 this quarter~

Bhubaneswar, 19th December 2019: India's premier fashion and beauty destination, Shoppers Stop is now in the beautiful city of Bhubaneswar! Shoppers Stop expanded its retail footprint with its **first store in the city at the Utkal Galleria Mall**. With the launch of its stores in Bhubaneswar, Pune and Lucknow, the retail leader has increased its footprint even further by adding the 89th store of Shoppers Stop across 41 cities in the country. Additionally, the retail brand launched 2 standalone beauty stores – MAC Bhubaneswar and MAC Vegas Dwarka, Delhi.



The salient features of the stores are:

- While taking Bhubaneswar towards a modern approach of customer experience, the first Shoppers Stop store in the city connects with the local art form known as "Saura Art" through Visual Merchandising
- This store is approx. 30,000 sqft spread across 3 floors with products from various categories like beauty, watches, fragrances, sunglasses, non-apparel and apparel options for everyone
- Each floor has a clear customer circulation with defined areas for customer seating
- Every area showcases the latest trend using the best mannequins
- The customers can use the lift & pair of escalators to circulate their way vertically
- Along with the customer circulation, there are well planned locations for VM displays
- Every section of the store has enough mirrors to provide the customers an ease of selection before making their way towards the strategically placed trial room banks on each floor

Commenting on the launch of the new store, **Mr. Rajiv Suri, Customer Care Associate, MD & CEO Shoppers Stop Limited** said, *"Shoppers Stop is a bridge to luxury brand that ensures a delightful customer shopping experience every time. We are excited to announce our first store at Bhubaneswar that caters to the evolving needs of our customers. With the launch of this state-of-the-art store, we are happy to say that customers can look forward to latest brand offerings across different categories."*

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I am pleased to share that with this new store; the brand has increased its presence across 89 stores in 41 cities."

-END-

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Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen'. Today, the program serves more than 6 million loyal customers. The company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indians shop; bringing more value, comfort and convenience to customer experiences. The brands diversified omni-channel offering spans over 600+ recognised and trusted brands across an unmatched range of products that together serve our overarching objective of delivering customer delight.

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Shoppers Stop significantly expands its reach - opens 5 stores including 2 beauty stores in a day

~Launches a second store in Lucknow and takes the total store launches tally to 7 this quarter~

Lucknow, 19th December 2019: Shoppers Stop, India's premier fashion and beauty destination opens its second store in the city of Nawabs. The multi-brand store expands its retail footprint in the country with the new store at Crown Mall. With the launch of its stores in Bhubaneswar, Pune and Lucknow, the retail leader has increased its footprint even further by adding the 89th store of Shoppers Stop across 41 cities in the country. Additionally, the retail brand launched 2 standalone beauty stores – MAC Bhubaneswar and MAC Vegas Dwarka, Delhi.



The salient features of the store are:

- Inspired by the new age Shoppers Stop stores recently opened in Delhi, Gurgaon and Lucknow, Shoppers Stop – Crown mall is a fusion of heritage remembrance & modern shopping experience by Shoppers Stop for the city
- This 28,884 sqft Store is all set to upgrade customer experience in close vicinity to BBD University Lucknow on Faizabad Road
- While taking Lucknow towards a modern customer experience, this store also connects with heritage of Lucknow in the form of visual art
- Design language of this store is based on a concept developed by Schwitzke & Partner, the well-known German retail design firm
- This store is spread over 3 floors with products from various

categories like beauty, watches, fragrances, sunglasses, non-apparel and apparel options for everyone

- Each department is highlighted with a unique ceiling element & a clear customer circulation defined with colour differentiation in flooring as well as ceiling
- The customers can use the lift & pair of escalators to circulate their way vertically
- Along with the customer circulation, well planned locations of Visual Merchandising displays smartly represent style of each category to make decision process faster
- Every section of the store has enough mirrors to provide the customers an ease of selection before making their way towards the strategically placed trial room banks on each floor

Commenting on the launch of the new store, **Mr. Rajiv Suri, Customer Care Associate, Managing Director and Chief Executive Officer, Shoppers Stop Ltd.** said, *"Shoppers Stop is a bridge to luxury brand that ensures a delightful customer shopping experience every time. We currently have 1 store in Lucknow that cater to the evolving needs of our customers. With the launch of this 2nd store, we are happy to say that customers can look forward to latest brand offerings across different categories. I am happy to share that with this new store; the brand has increased its presence across 89 stores in 41 cities."*

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-END-

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